

HÓRA. THE HEALTHY NATURAL ENERGIZER.

An immediate charge of natural energy that boosts the immune system with its multivitamin complex.

ZERO CAFFEINE



NEW

Orange
Honey
Lemon
Elderberry
Vitamin B,C,H,E complex
Zinc

A functional drink with a unique taste that is slightly sparkling, in line with new lifestyles. Innovation and health for all ages!

NEW FLAVOUR, NEW POWER. NEW HEALTHY MIX.

HÓRA Natural Energy is a soft drink that stems from a new and original idea: a mix of natural and energizing ingredients added with a vitamin complex and zinc, for a burst of readily available energy and a strengthening of the immune system's defences!

Pleasure first, then healthy and natural power!



A new Premium product that creates the category of natural energizers, covering three market segments:

Healthy Drinks - Sports Drinks - Energy Drinks

HEALTH: *because it preserves and strengthens the immune system with a product that is balanced, complete and in line with health indications*. Hóra communicates with its consumers allowing them to access, via the QR code found in the package, the IoT application "As you are", which identifies individual nutritional needs.*

QUALITY: *because it is a pleasant and thirst-quenching drink, made with high quality natural ingredients, added with a multivitamin complex and zinc. All contained in a simple recipe, without synthetic colours, without added sugars and without intoxicating agents.*

PROACTIVE SUSTAINABILITY: *because, in collaboration with its partner Beeing, it invests by promoting a virtuous path of support and preservation of the ecosystem of pollinating insects, while involving its consumers in the project, via the QR code found in the package which links to the www.beehora.com site*

*certified by a study conducted by TGD, a spin-off company of the University of Bologna

A TASTE THAT HAS ALREADY WON.

Hóra natural energy achieved two important awards, winning the 2 star Superior Taste Award at the International Taste Institute and, in collaboration with TGD, a spin-off company of the University of Bologna, it obtained certification for the product's balanced and beneficial health features.



Our partners guarantee the highest standards of certified quality:
HACCP – BRC – IFS – FFSC 2200 – ORGANIC HONEY EU-
KOSHER – FAIR TRADE HONEY – HALAL HONEY



THE HEALTHY AND NATURAL ENERGIZER THAT EVERYONE WAS WAITING FOR.

From the year 2000 to today, the functional and health drinks market in Europe has more than doubled, going from 450 to 900 million litres. IRI Infoscan estimates a further growth of 20-30% for the 2022-24 period.

HÓRA Natural Energy is found on all major digital media:





Market strategy

HÓRA Natural Energy was created as a multi-channel product, with different packages for different consumption occasions both at home and away from home. All packages are sustainable from an environmental point of view. Each channel will have a dedicated POP package and material capable of supporting product visibility and communication.



Social responsibility

HÓRA Natural Energy contributes directly to supporting and preserving the ecosystem of pollinating insects through a partnership with Beeing, allowing its consumers to join the important (Adopt a Bee) project. **#drinkmeadoptabee**



Conscious consumption

HÓRA Natural Energy promotes the conscious consumption of food supplements by providing its consumers with a tool to monitor their vitamin needs based on their lifestyle and physical characteristics. **#horaasyouare**



#savethebees
discover more on
beehora.com
powered by
beeing



Be horiginal.

Ingredients and nutritional values

EN - SOFT DRINK / Ingredients: water, orange juice from concentrate (20%), honey (10%), lemon juice from concentrate (3%), elderberry juice from concentrate (1%), carbon dioxide, natural orange flavour, Vitamin C, Niacin B3, Vitamin E, Zinc gluconate, Vitamin B6, Thiamine B1, Biotin H, Vitamin B12.

NUTRITIONAL DECLARATION NUTRIENT REFERENCE VALUES

Average nutritional values for	100ml/ %NRV*
Energy	180 kJ / 42 kcal
Fats	<0.1 g
of which saturated	<0.1 g
Carbohydrates	10.4 g
of which sugars	9.2 g
Proteins	<0.5 g
Salt	0.0059 g
Vitamin C	12 mg/15%NRV*
Vitamin E	1.8 mg/15%NRV*
Thiamine B1	0,165 mg/15%NRV*
Niacin B3	2.4 mg/15%NRV*
Vitamin B6	0.21 mg/15%NRV*
Vitamin B12	0.375 µg/15%NRV*
Biotin H	7.5 µg/15%NRV*
Zinc	1,5 mg /15% NRV*

*NRV: Nutritional Reference Values

One can of Hóra natural energy covers approximately 37% of the daily nutritional requirement of the vitamin complex and zinc of an average adult. The product does not contain caffeine.

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#behoriginal #horaasyouare #drinkmeadoptabee